

## Information Mapping® Founder – Robert E. Horn Receives Professional Achievement Award

---

### Introduction

[Robert E. Horn](#), founder of Information Mapping Inc. has received the Thomas F. Gilbert Distinguished Professional Achievement Award from the International Society for Performance Improvement (ISPI) at the [2004 International Performance Improvement Conference & Exposition](#) last week in Tampa, Florida.

---

### ISPI's Professional Achievement Award

[ISPI](#) is the leading association dedicated to improving productivity and performance in the workplace. The Award recognizes outstanding and significant contributions to the field of Human Performance Technology (HPT) and the Society. It requires the unanimous vote of two consecutive ISPI Board of Directors, making it the Society's most prestigious award.

#### *Previous Winners*

Previous winners of this award include

- Joe Harless, author of the Accomplishment-Based Curriculum Development System (ABCD)
  - Dr. Robert Mager, a recognized name in training and education, and
  - B.F. Skinner, noted behavioural psychologist and author.
- 

### Robert E. Horn

Mr. Horn, a researcher, educator, and entrepreneur, has a special interest in policy communication, organizational learning, and knowledge management. He was a TV Producer/Director in the military and a systems analyst at Univac when HPT was in its formative years.

As a research associate at Columbia University, where programmed instruction was being invented, he created a way of analyzing any complex subject matter.

This research became the basis for the Information Mapping® Method, his most widely known accomplishment. The method has improved the productivity of managers, consultants, trainers and writers in organizations across the globe. In 1967 Horn founded the company that is now known as Information Mapping, Inc. He served as CEO of the company for 15 years before moving on to pursue other research interests.

---

*Continued on next page*

## Information Mapping® Founder – Robert E. Horn To Receive Professional Achievement Award, Continued

---

**Achievements** In addition to Information Mapping, Inc., Horn's career has incorporated many research and development projects at universities, research centers, corporations, and five start-ups that he founded.

Currently, he is a visiting scholar at Stanford University's Center for the Study of Language and Information where he continues his research in knowledge management and information design. His consulting clients have included Boeing, Lucent Technologies, Principal Financial, AT&T, HP, and other Global 1000 companies.

---

**Publications** Horn is the author of several books including

- [Mapping Hypertext](#)—*Analysis, Linkage, and Display of Knowledge for the Next Generation of On-Line Text and Graphics*
- [Visual Language](#)—*Global Communication for the 21st Century, and*
- [How High Can It Fly](#)—*Examining the Evidence on Information Mapping's Method of High-Performance Communication.*

---

**Other awards** Horn also has been presented a Lifetime Achievement Award from the Association of Computing Machinery for his work on the Information Mapping Method. He is a Fellow of the World Academy of Art and Science, a Woodrow Wilson Fellow, and recipient of the Outstanding Research Award from the National Society of Performance and Instruction.

---

**Issued by** This press release issued by [Communicare](#), licensed distributor of Information Mapping products and services in Canada.

---